

ABSTRACT

Along with the times, business and technology have become interrelated. Technology has a significant role in running a business, such as e-commerce. The increasing growth of e-commerce in Indonesia has positively and significantly impacted freight forwarders and logistics companies with the emergence of newcomers. According to Supply Chain Indonesia (SCI), in 2022, performance in the logistics sector, including expeditions, will improve. SCI also projects that the logistics sector has contributed to Indonesia's GDP in the last two years. The logistics industry in Indonesia has been growing since the existence of e-commerce. Indonesia has Southeast Asia's biggest e-commerce market. Southeast Asia's biggest e-commerce market is Indonesia, with almost 100% mobile traffic. With all this increasing growth, shipping service companies must digitize their services by utilizing technology, especially applications. This study examines how E-Service Quality and Customer Value impact Customer Satisfaction in the PosAja application. This quantitative study collects data through questionnaires and analyzes data using PLS-SEM with SmartPLS 3 software. This study uses primary and secondary data by determining the Indonesian population who have used or are currently using the PosAja application. The sampling method used in this study was non-probability, specifically the purposive sampling technique and produced 120 respondents using Gpower 3.1.9.7. The results show that e-service quality and customer value significantly affect customer satisfaction. And customer value provides a good mediating role for these two variables.

Keywords: *E-Service Quality, Customer Value, Customer Satisfaction*